

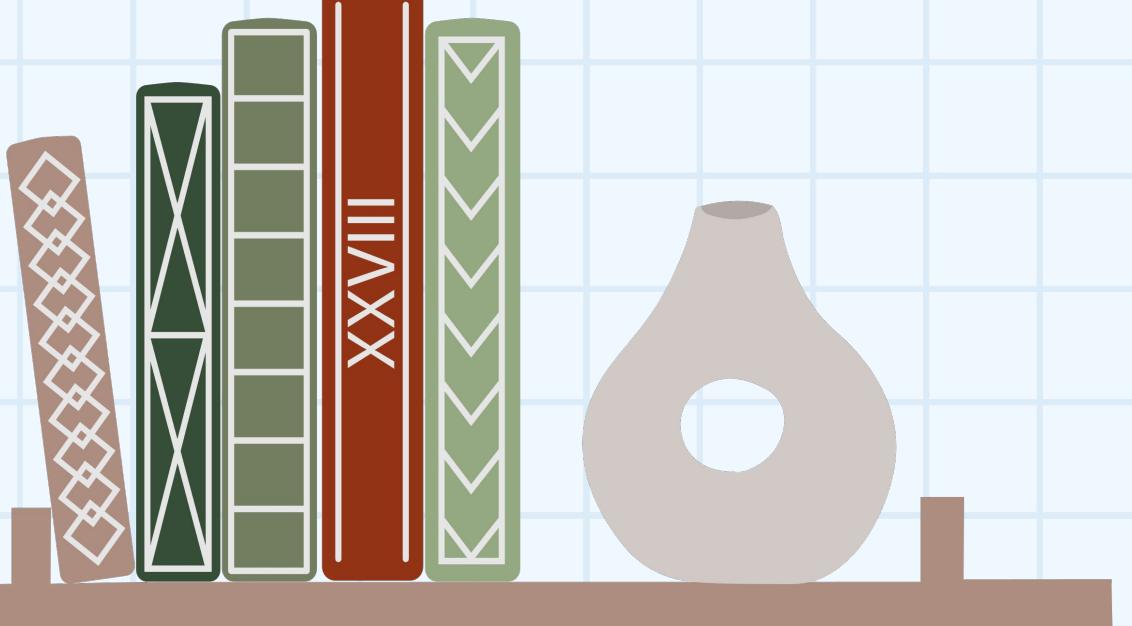
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BS./BSC.IN

Applied ai and Data Science

Basics of Data Analytics





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Let's dive into and learn:



1

Steps for a Data Analytics Project

Data Analytics Process



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- The Data Analytics process has specific steps which are usually conducted in an order.
- Each step unravels different layers of insights from the data.



Data Analytics Process

1. Clearly define the problem and the desired outcome

- Understand where you are
- Understand where you want to be or what you want to achieve
- E.g. A social media content creator might be creating several reels and wants to reach more viewers

Data Analytics Process



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2. Set a clear measurable metric

- Decide what you want to measure
- Decide how you want to measure it
- E.g. A social media content creator might be interested in

increasing the number of views on her reels

Data Analytics Process



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3. Gather the data you need

- Identify the sources of data you need
- Collect the data you need
- E.g. A social media content creator collect the past data on the engagements on all her reels so far

Data Analytics Process



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4. Cleaning the data

- Fix all the quality issues
- Standardize and convert the data into a common format
- E.g. A social media content creator might need to convert the posting dates of her reels across all the social media platforms in one common format

Data Analytics Process



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5. Analysing the Data

- Understand trends
- Identify underlying patterns and correlations
- Create data visualizations
- E.g. Our social media content creator might plot a chart showing the average daily views on her reels across each platform

Data Analytics Process



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6. Interpreting the results

- Making sense of the analysis
- Look for the answers to the question we started with
- E.g. Our social media content creator might find that on weekends the views of her reels are the highest

Data Analytics Process



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7. Presenting the results

- Communicating your findings in clear impactful ways
- Using the analysis to tell a compelling story
- The user of the analysis can make a decision based on these insights
- E.g. Our social media content creator might decide to release the reels on weekends

Recap



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Steps for a complete data analytics project



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Thank you

